

# Go Bright for Sight and Wear Yellow!



By supporting **Bright for Sight** you are helping to raise essential funds to protect and restore sight in the countries where we work.

Mafoune, aged 11, struggled in school due to a visual impairment. Thanks to Sightsavers supporters she was able to receive the support she needed.



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# Make your **Bright for Sight** a sight-saving success!



- 1 Register and let us know you are taking part by emailing [bright@sightsavers.ie](mailto:bright@sightsavers.ie) and we will send you everything you need.
- 2 Set a **fundraising target**, or target number of sight-saving operations you want to fund.
- 4 Set up your **Just Giving** page by visiting <https://www.justgiving.com/campaign/BrightforSight2021>. It's quick and easy to set up, and keep track of how much you have raised!
- 4 Technology is your friend, we're using it more than ever, so make your Bright for Sight **digital!** Host a **virtual quiz** or **coffee morning** with friends and family to show off your splendid yellow.
- 5 For more posters and fundraising essentials, visit [www.sightsavers.ie/bright](http://www.sightsavers.ie/bright) or email [bright@sightsavers.ie](mailto:bright@sightsavers.ie)
- 6 On the day of the event, **take lots of photos** and share them on social media. Make sure to tag Sightsavers Ireland and use **#BrightForSight**.

7 **Show your friends and family what your donations can do!**

<p><b>€2</b> can provide two children with eye screenings</p>	<p><b>€32</b> can provide funding for a cataract operation</p>	<p><b>€104</b> can fund a sight-saving child cataract operation</p>	<p><b>€530</b> can purchase a cataract surgical instrument kit</p>	<p><b>€1,265</b> can help train an ophthalmic surgeon</p>
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## Sightsavers: why we exist

Imagine losing your sight bit by bit, and with it your ability to go to school, to earn a living, or to do some of the things you enjoy.

Sightsavers' vision is of a world where no one is blind from avoidable causes and where people with disabilities participate equally in society. At least 2.2 billion people (over a quarter of the world's population) have a vision impairment, of whom at least 1 billion could have been prevented or treated. Shocked at how unfair this is? **So are we.**

Thanks to the support of people like you, we are restoring people's sight, one by one.

- Just €32 can provide a sight-restoring cataract operation
- According to the World Health Organization, eye health is one of the most cost-effective interventions that a donor can support.
- And for every euro we receive:\*



**91%** goes towards our vital charity work

**9%** goes towards growing our awareness and funding

\*including donated supplies

# When you go Bright for Sight, you will be giving children like Quita, a better and brighter future.

By taking part in Bright for Sight on June 24th, you will be fighting avoidable blindness in developing countries, and ensuring every child has the right to learn and thrive. **You can help us change lives.**

Early eye screening is crucial in the countries where we work. It is vital to identify conditions such as cataracts or trachoma early on, as they can lead to permanent blindness. By providing eye screenings early in a child's life, we can identify conditions like these and provide them with the treatment they need - including something as simple as a pair of glasses!

Children's education is profoundly affected by their vision. Children with poor vision often struggle to read or see the blackboard. They can become discouraged, and even stop attending school as they can no longer keep up. The most sustainable and effective way of tackling childhood blindness is through early screening. That is why Sightsavers develops integrated eye health programmes into schools. This ensures that all children are screened for visual impairment, and where necessary, receive glasses, treatment or surgery.

Quita Togba, 10, takes an eye screening test in Greenville, Liberia



## A pair of glasses can change a child's life

Many children struggle to learn at school because of poor vision, Sightsavers works with local partners to provide eye screenings for schoolchildren and distribute glasses to every child who needs them.



Malaika is 14 years old and lives in Shahpur with her family. She loves school but found reading was giving her severe headaches.

*"Before I had the eye test at school, I had headaches and pain in my eyes while doing my homework at night, and needed painkillers regularly. I couldn't read books with small print; when I had to read in front of my teacher, I could not read it correctly," she tells us.*

But once she had the screening and received her glasses, her health improved dramatically. *"The severe headaches have gone now, and I can study throughout the day, which will help me become an engineer when I'm older!"*

Malaika hopes the glasses will help her achieve her dreams of being an engineer.

# Why Yellow?

Because yellow is the colour that is easiest for someone with a visual impairment to see!



## How to send your funds to us safely

Your donations make a vital difference: make sure your hard-earned fundraising reaches us as quickly as possible, so we can use it where it's needed most. **Here's how.**



### Online

Setting up a **Just Giving** page is the easiest way for your supporters to donate and track how much you have raised. The donations are transferred directly to Sightsavers so you don't need to collect money. Visit <https://www.justgiving.com/campaign/BrightforSight2021>.



### Bank Transfer

If you've collected cash, the easiest way to send it to us is to lodge your funds in our bank account (details below). Make sure to include the words '**Bright**' and your name.

AIB Dame Street

Sort No: 932086

Account No: 95012283

IBAN: IE83AIBK93208695012283

BIC: AIBKIE2D



### Webpage

Another way to send us your funds is via credit or debit card. Visit [www.sightsavers.org](http://www.sightsavers.org) just make sure to select the '**Bright for Sight**' dropdown option!



### Cheque

Send a cheque to our address:

Sightsavers Ireland, First Floor, Spencer House, Spencer Row,  
Dublin 1, D01 R9T8, Ireland

[www.sightsavers.ie](http://www.sightsavers.ie)

 [SightsaversIreland](https://www.facebook.com/SightsaversIreland)

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